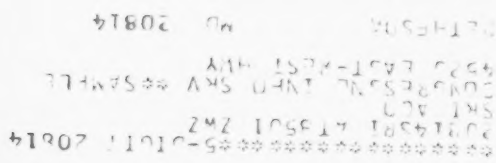


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Broadcasting May 29



NCTA convention:
50th Year 1989

Gathering of the cable minds in Dallas...

More than 14,000 attend NCTA's annual forum, where hot



topics on exhibit floor were comedy channels from HBO and MTV, advancements in fiber optics, high-definition TV and addressability and talk in halls focused on concerns about rates. **PAGE 31.**

NBC affiliates in San Francisco...

Flush with prime time victory, NBC affiliates address compensation changes, programing innovations and other pressing issues. **PAGE 27.**

Ready for prime time players...

Three broadcast networks will introduce 17½ hours of new programing in 1989-90 prime time season, including 11 new comedies, 10 new dramas, news program and new reality show, if new schedules hold. In addition, Fox adds two-and-a-half hours of new programs to its eight-hour lineup. **PAGE 29.**

35/ PROGRAMING, THE FUTURE

Producers and cable leaders share their outlook on programing, which most agree is key to future of both cable and broadcast TV.

35/ AVOIDING TROUBLE

NCTA President James Mooney warns cablecasters that over zealous pursuit of rate hikes and poor customer service could result in

congressional intervention.

41/ KEEPING PACE

Both CNBC and FNN realign their services in continuing race for carriage.

45/ OVER THE RAINBOW

Jesse Jackson says his Rainbow Coalition will hold public hearings on telco-cable competition. We need cable, he said, "to open our window to the real world."

54/ TIME FOR SWITCH

FCC issues A/B switch requirements, which are to take effect Nov. 1.

57/ NEW FROM PUBLIC RADIO

National Public Radio and American Public Radio unveil new programs, including return of Garrison Keillor to NPR and NPR's expanded newscasts.

59/ WATCHING HISTORY

Journalists in Beijing to cover first Soviet-Chinese summit in 30 years stay to report story of million students



and workers taking over Tiananmen Square. CBS and CNN, only networks to send anchors to Beijing, report live on government shutting down their transmissions.

60/ SUIT SETTLED

Following resolution of Chris-Craft complaint, Warner Communications and Time

Inc. proceed with their planned merger.

61/ IMAGINE, BRITISH VENTURE

Hollywood independent Imagine Films Entertainment and British broadcaster Central Independent Television become partners in joint production agreement.

79/ GIVING 100%

Cablevision's Alan Gerry is tough executive whose strive for excellence is matched by thorough knowledge of cable business.

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Summary of broadcasting and cable

C A B L E †	
Total subscribers	49,536,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	54.8%
Pay cable penetration	32%

* Includes off-air licenses. † Penetration percentages are of TV households, or over 90.4 million. ‡ Construction permit. § Instructional TV feed service. ‖ See www.fcc.gov for link.

June 13-14—A Salute to the Humanitas Prize, sponsored by *Museum of Broadcasting*. Seminar June 13 focuses on comedy. June 14, drama. Museum, 1 East 53rd Street, New York. (202) 752-7684

June 14—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker Jack Valenti, president-CEO, MFAA, Copacabana, New York.

June 14—*USA Network* local ad sales seminar. Hyatt Regency San Francisco Airport, Burlingame, Calif.

June 14-16—*University of Missouri School of Journalism* management seminar for broadcast news directors. UM campus, Columbia, Mo. Information: Charles Warner, (314) 882-6883.

June 14-16—International Radio Festival of New York and International Advertising Festival, featuring awards banquet. Sheraton Center, New York. Information: (914) 238-4481 fax: (914) 238-5040.

June 15—Corporate communications workshop hosted by *Association of National Advertisers*, Plaza hotel, New York. Information: (202) 659-3711.

June 15—*USA Network* local ad sales seminar. Radisson Plaza hotel, Manhattan Beach, Calif. Information: (213) 277-0199.

June 15—*Women in Cable*, New York chapter, party for new members. Extra, Extra, 41st & 2nd, New York. Information: Audrey Fontaine, (212) 557-6524.

June 15-18—The Use of Microcomputers in Station Management. *NATPE* management seminar. Princess Resort on Mission Bay, San Diego. Information: (619) 664-4400.

June 15-18—*Investigative Reporters and Editors* national conference. Philadelphia. Information: (314) 882-2042.

June 15-18—*Society of Cable Television Engineers* Cable-Tec Expo, Orlando, Fla. Information: (215) 363-6888.

June 17-19—*Alabama Broadcasters Association* spring summer convention. Lake Guntersville lodge and convention center, Guntersville, Ala. Information: (205) 942-4571.

June 17-22—16th International Television Symposium. Montreux, Switzerland. Information in Montreux, (41) (21) 963-32-20.

June 17-23—*National Association of Broadcasters* executive management development seminar for radio executives. University of Notre Dame, South Bend, Ind. Information: (202) 429-5420.

June 18-21—*National Broadcast Editorial Association* convention. Keynote speaker: Daniel Schorr. Mayflower hotel, Washington.

June 19-21—*Videotex Industry Association* fourth annual conference. Fairmont hotel, San Francisco. Information: (703) 522-0884.

June 19-23—*Gannett Center for Media Studies* Leadership Institute. Columbia University, New York. Information: Shirley Gazsi, (212) 280-8392.

June 20-23—*National Association of Broadcasters* summer board meeting. Washington.

June 21—*Radio Advertising Bureau's* 22nd annual radio workshop. Waldorf Astoria, New York. Information: Anne Bendall, (212) 254-4800.

June 21—*Federal Communications Bar Association* monthly luncheon. Speaker: Ralph Uman, Register of Copyrights, Library of Congress, Marriott hotel, Washington.

June 21—*Society of Broadcast Engineers*, chapter 15 of New York, discussion of transmission techniques. WQXR-AM-FM, New York Times building, ninth floor, New York. Information: (212) 752-3322.

June 21-24—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* 33rd annual seminar. Cobo Center, Detroit. Information: (213) 465-3777.

June 22-24—*Maryland District of Columbia/Delaware Broadcasters Association* convention. Hyatt Regency, Baltimore.

June 22-24—*Cabletelevision Advertising Bureau* sales management school. University Place Executive Conference Center, Indiana-Purdue University, Indianapolis. Information: (212) 751-7770.

June 23-25—Focus on Use of Microcomputers in Programming, management seminar sponsored by *NATPE Educational Foundation* and *San Diego State University*. Princess Resort hotel, San Diego. Information: Sarah Key, (213) 282-8801.

June 25—Presentation of non-televised portion of 16th annual Daytime Emmy Awards, primarily for creative arts categories, sponsored by *National Academy of Television Arts and Sciences* and *Academy of Television Arts and Sciences*. Registry hotel, Los Angeles.

June 28—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Marty Ryan, executive producer, NBC's *Today* show. Copacabana, New York.

June 29—Telecast on NBC-TV of 16th annual Daytime Emmy Awards, sponsored by *National Academy of Television Arts and Sciences*. Grand ballroom, Waldorf-Astoria, New York. Information: Trudy Wilson, (212) 586-8424.

June 30—Deadline for entries for *Ollie Awards of American Children's Television Festival*, Information: (312) 390-8700.

July

July 5-8—*Montana Cable Television Association* 30th annual meeting and convention. Grouse Mountain Lodge, Whitefish, Mont. Information: (406) 586-1837.

July 9-11—*Iowa Broadcasters Association* summer convention. Dubuque, Iowa.

July 9-12—*New York State Broadcasters Association* 28th executive conference. Gideon Putnam-Ramada Renaissance, Saratoga Springs, N.Y. Information: (518) 434-6100.

July 10-12—Building the Winning Team, workshop for major market stations on setting, managing and reaching audience goal, sponsored by *National Public Radio* and *National Federation of Community Broadcasters* with funding from *Corporation for Public Broadcasting*. San Diego. Information: (202) 822-2000.

July 11—Fox press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 12—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Michael King, president-chief operating officer, King World, Los Angeles. Information: (213) 652-0222.

July 12-14—Cable press tour, during *Television Critics Association* annual press tours. Los Angeles. Information: (202) 775-3629.

July 12-16—*National Federation of Local Cable Programmers* annual conference. Fairmont hotel, Dallas. Information: (202) 829-7186.

July 13—Presentation of *National Federation of Local Cable Programmers* awards. Dallas. Information: (916) 456-0757.

July 14-16—*Oklahoma Association of Broadcasters* annual summer meeting. Howard Johnson's hotel, Lawton, Okla. Information: (405) 528-2475.

July 14-18—33rd annual Television Programming Conference. Panelists, speakers include Preston Padden, Association of Independent Television Stations, Ray Timothy, NBC, Tony Malara, CBS, and Jim Sefer, Cosmos, Toledo Marriott Portside, Toledo, Ohio. Information: (904) 432-8396.

July 15-17—*CBS* press tour, during annual *Television Critics Association* press tours. Los Angeles.

July 15-18—*California Broadcasters Association* first Western region broadcast convention, in which CBA expands its convention to include 11

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Founder and Editor
Sol Taishoff (1904-1982)
1705 DeSales Street, N.W., Washington, D.C. 20036
Phone: 202-659-2340
Editorial department fax: 202-429-0651
Administrative department fax: 202-331-1732

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor
Mark K. Miller, Harry Jessell, assistant managing editors
Leonard Zeidenberg, chief correspondent
Kira Greene, senior news editor
Matt Stump, Kim McAvoy, John S. Eggerton, associate editors
Susan Dillon, Adam Glenn (international), assistant editors
Randall M. Sukow (technology), **Peter D. Lambert**, Lucia Cobo, Joe Flint, staff writers
Kristina I. Hoyt, editorial assistant
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David Beryn, senior sales manager
Lewis Edge & Associates (East Coast equipment and engineering), 609-683-7900 fax: 609-497-0412
Hollywood
John R. Russel, West Coast regional sales manager
Schiff & Associates (Western equipment and engineering), 213-393-9285 fax: 213-393-2381
Sandra Klausner, editorial advertising assistant

Circulation

Kwentin K. Keenan, circulation manager
Patricia Waldron, data entry manager
Keith Brody, subscription service manager
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Production

Harry Stevens, production manager

Administration

David N. Whitcomb, vice president operations
Philippe E. Boucher, controller
Tracy Henry, assistant controller
Albert Anderson, office manager
Nancy Miller, personnel administrator
Shaun Gahan

Corporate Relations

Patricia A. Vance, director

Bureaus

New York: 630 Third Avenue, 10017
Phone: 212-599-2830
Fax: 212-599-2837
Geoff Folsie, chief correspondent (programming)
Stephen McEllan, chief correspondent (programming)
George Mannes, Rod Granger, staff writers
Yadira Crawford, receptionist
Hollywood: 1680 North Vine Street, 90028
Phone: 213-463-3148
Fax: 213-463-3159
Steve Coe, staff writer

Advertising Representatives

Pattis 3M: Chicago 312-679-1100 fax: 312-679-5826
New York: 212-953-2121 fax: 212-953-2126
Los Angeles: 213-462-2700 fax: 213-463-0544
Hawaii: 808-545-2700 fax: 808-599-5802
Toronto: 416-482-6288 fax: 416-482-9207
London: (01) 427-9000 fax: (01) 427-5544

Japan (06) 925-4452 Telex 02423928

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Kurlander said there are two factors working in the market at present, the wealth of product and what he calls the "Cosby factor." Saying that in many markets *The Cosby Show* has neither been "a hit nor a failure," Kurlander believes the backlash due to the prices paid for *Cosby* are causing a leveling off of prices for present and future sitcoms sold in the syndication market.

"Reality has come," he said. "Stations are being more realistic in their expectation levels measured against costs. If you can get a six rating with *Growing Pains*, and a seven rating with *Who's the Boss?*, why would I want to pay triple [for *Who's the Boss?*]?" he said.

"There is no other property in the market that is achieving the kind of demographics that *Cosby* is," said Joe Zaleski, president, Viacom Domestic Syndication. "It has definitely been the phenomenon of the '80's. The show has had a halo effect in New York, on WWOR-TV, where it has created nothing but a better image for that station's other lead-in and lead-out programming," he said.

Using the Los Angeles market as an example, Kurlander said KCOP-TV will have to average "somewhere around an 11 rating for the life of the contract just to break even, and they won't be able to rest it. It will just have to run and run." According to the Nielsen May books, *Cosby* is averaging a 6.9 rating. One station source in the market said the cost to KCOP is \$350,000 an episode. Kurlander agreed with the source who suggested the station could be losing as much as \$20,000 a day on the show.

On *Cosby*'s performance on KCOP, Zales-

ki said, "I think the ratings have been pretty strong," cautioning that: "I don't think you can look at just the body of what the show does in a particular market, but rather what it does for lead-in programming in the early and late fringe. KCOP-TV may not be using it well as lead-out programming against the other stations' local news," he said.

"*Cosby* is still the number-one ranked show in its time period," said Bill Frank, president and general manager, KCOP. In spite of its performance to date, Frank said he had thought the show would be about "10% stronger and would have had more of a halo effect." Frank doesn't believe the "prices paid for *The Cosby Show* and *Who's the Boss?* will be seen again for years." Would he buy *Cosby* again? "I don't know," Frank said.

One example of a market backed up with available product is Chicago, where *ALF*, *Amen*, *Golden Girls*, *Perfect Strangers* and *227* have yet to be cleared.

Columbia's *227*, launched just four weeks ago, seems to be one such show feeling the effects of the crowded marketplace. According to both rep and station sources, Columbia has been unable to clear the show in any of the top three markets due to a demanding floor price and the availability of other product. One station manager in Los Angeles, who said Columbia is setting the floor for *227* at \$160,000 an episode, doesn't think anyone in the market has bid on the show. Characterizing the price as "out of line," he said: "If you put *The Cosby Show* and *Who's the Boss?* in the highest category, the price for *227* makes it higher than any others that have been sold in the market. People just aren't jumping at

shows that aren't considered first-rank." "After the debacle of *Cosby*, with the money that stations are losing, people are watching what they pay," he said.

In the Chicago market where *227* is joined by other sitcoms waiting to be cleared, a station source said Columbia's floor price has been set at \$80,000 an episode and there were no bidders. "We've got a situation now where there's a lot of supply in the market compared to a few years ago," he said.

"It's a much more complex marketplace today than a few years ago," said Barry Thurston, president, syndication, Columbia Pictures Television. Thurston declined to comment on specific prices for the show, citing ongoing negotiations. However, he did say that individual markets are the best determinant of prices. "There are a number of shows backed up in major markets, but it's just a matter of time before some of those shows will be sold. I don't think the marketplace has had an effect on the selling of *227*. We are in the beginning stages of a comprehensive presentation for the selling of the show, and there's not an urgency for us to have to sell *227*. The show has been number one in its time slot for the past three years, and it doesn't come under the heading of shows that I would be nervous about," he said.

"Years ago, stations in a market had three or four comedies to choose from," said Thurston. "In the last four years, buyers haven't had the choices that they will have in the next few years. Buyers will have to be more selective now. In the past, some shows were bought by stations not because they were the best for their station,

Week 35: NBC 13.3/23, CBS 12/21, ABC 11.6/20

NBC won the ratings week, but ABC took the top two slots with the *ABC Sunday Movie*, *Everybody's Baby: The Rescue of Jesse*

McClure, and *Roseanne*. In the evening news race, it was ABC on top with a 9.4/21, then CBS's 9.2/20 and NBC's 8.2/18.

Nielsen		Net	Show
1	22.9/36	A	ABC Sunday Movie
2	21.6/33	A	Roseanne
3	20.2/37	N	Cosby Show
4	18.9/31	N	Cheers
5	18.4/29	A	Wonder Years
6	18.4/31	N	L.A. Law
7	18.0/30	C	Knots Landing
8	17.6/30	C	Murder, She Wrote
9	17.2/35	C	60 Minutes
10	17.0/27	N	NBC Monday Movie
11	16.8/29	A	Who's the Boss?
12	16.7/28	N	Matlock
13	16.6/32	N	Golden Girls
14	16.2/31	N	Empty Nest
15	16.2/25	N	In the Heat of the Night
16	15.8/25	N	Dear John
17	15.5/24	A	Have Faith
18	15.4/30	N	Kenny, Dolly and Willie
19	15.1/25	N	Night Court
20	14.8/27	N	Unsolved Mysteries
21	14.7/23	N	NBC Sunday Movie
22	14.1/26	C	Dallas
23	13.9/23	C	Jake and the Fatman
24	13.5/26	C	CBS News Special Report 1
25	13.2/22	A	MacGyver
26	12.9/24	A	Growing Pains
27	12.8/24	A	20/20
28	12.8/20	C	CBS Sunday Movie
29	12.7/23	A	Head of the Class
30	12.7/19	C	Designing Women
31	12.7/25	C	Falcon Crest
32	12.7/21	N	ALF
33	12.6/20	C	Newhart
34	12.5/21	A	Thirtysomething
35	12.5/22	C	Wiseguy

Nielsen		Net	Show
36	12.4/19	C	Murphy Brown
37	12.3/24	A	Full House
38	12.2/20	A	ABC Mystery Movie
39	11.8/20	N	Midnight Caller
40	11.7/21	A	Roseanne, special
41	10.9/18	A	Wonder Years, special
42	10.9/18	C	CBS Tuesday Movie
43	10.9/19	C	Kate and Allie
44	10.9/18	C	Ringling Brothers Circus
45	10.8/20	A	Mr. Belvedere
46	10.7/23	A	Perfect Strangers
47	10.6/17	F	Married With Children
48	10.5/21	N	One of the Boys
49	10.5/19	N	Quantum Leap
50	10.0/18	A	Just the Ten of Us
51	9.7/16	A	Coach
52	9.5/21	N	227
53	9.4/19	C	Beauty and the Beast
54	8.8/16	C	Candid Camera on Wheels
55	8.7/15	A	China Beach
56	8.5/14	C	Tour of Duty
57	8.2/15	C	48 Hours
58	8.1/14	F	America's Most Wanted
59	7.9/13	A	Robert Guillaume Show
60	7.9/15	C	Jesse Hawkes
61	7.8/13	A	ABC Family Classic
62	7.7/12	F	FOX Monday Movie
63	7.6/16	C	Paradise
64	7.5/14	N	NBC Friday Movie
65	7.4/14	C	West 57th
66	7.3/12	A	ABC News Special
67	7.3/12	N	Hunter, special
68	6.6/13	F	21 Jump Street
69	6.6/13	N	Magical World of Disney
70	6.5/13	A	North and South Book II, part 2

Nielsen		Net	Show
71	6.3/13	A	Mission Impossible
72	4.9/10	A	Under Fire: The Real Story
73	4.9/9	F	Cops
74	4.9/9	N	Dream Street
75	4.6/7	F	Tracey Ullman Hour
76	3.5/7	F	Reporters
77	3.2/6	F	Beyond Tomorrow
78	3.1/5	F	Duet

Syndication Scorecard *

(Week ending May 14)

Rtg.	Show	Stns.	Covg.
1	13.6 Wheel of Fortune, syn.	230	99
2	12.2 Jeopardy	208	97
3	10.0 Cosby Show	198	97
4	9.7 Star Trek	232	97
5	8.6 Oprah Winfrey Show	218	99
6	8.3 Wheel of Fortune, wknd.	206	93
7	7.1 Current Affair	149	91
8	6.9 Entertainment Tonight	169	93
9	6.1 Geraldo	200	99
10	6.0 Donahue	226	98
11	6.0 People's Court	188	94
12	5.7 Friday the 13th	216	96
13	5.7 Star Search	149	96
14	5.6 War of the Worlds	221	95
15	5.4 Mama's Family, syn.	192	93

The following programs are included, but not ranked:

9.0 World Wrestling Fed.	242	97
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